



## FACT SHEET

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**DESCRIPTION:** Cannabition is Las Vegas’ first immersive cannabis museum and the world’s only cannabis-themed attraction of its kind. Located at Neonopolis in Downtown Las Vegas, Cannabition features elaborate cannabis-inspired installations built by leading experiential exhibit and event designers. Visitors interact with unique, larger-than-life art pieces, including a slide that empties into a pool of handmade foam “nugs,” enormous 7-foot buds and, at 24-feet tall, the world’s largest bong, affectionately called “Bongzilla.” Each of Cannabition’s entertaining, educational and photogenic exhibits offer audiences unprecedented opportunities to explore the historic, botanical, wellness, and lifestyle aspects of cannabis.

**OPENING DATE:** Grand Opening: September 20, 2018

**SPONSORS:** PAX, The Clear, WVapes, CannAmerica, Leafly, LINX, Raw Papers, Jerome Baker, The Clear.

**THE EXPERIENCE:** Visitors to Cannabition will journey through a series of extraordinary exhibits devoted to cannabis culture, education, and history, allowing our brands to tell the story of cannabis through an immersive, multi-sensory experience:

**Entrance** - A 170-foot mural installation by Las Vegas painter Gear Duran memorializing some of cannabis’ most historic periods of time.

**420** – Guests entering Cannabition are greeted by a “Canna-Guide,” who provides a starting point for their immersive and “Instagrammable” cannabis adventure. The visually stunning “420 Room” celebrates cannabis culture by calling attention to the three most recognized numbers in the community, 4 – 2 – 0. This classic cannabis phrase will be represented by 9-foot-tall, customized numbers on which guests can climb, pose, and play.

**THE EXPERIENCE:  
(continued)**

**Seed** – Here, visitors learn about the cannabis plant, which has been part of human culture for over 5,000 years. After traveling through an “underground” passage, guests will experience the earth’s strata and smell the richness of fertile soil. The exhibit’s centerpiece, a giant cannabis seed shaped like a bed, beckons guests to lie down and listen to the “sexy 70s sound” of a seed growing.

**Grow** – Next, guests discover cannabis is an environmentally friendly plant that is much more efficient to grow than other crops, like cotton. The exhibit features a beautifully stylized representation of an indoor cannabis grow and will be anchored by a giant, rainbow-colored caterpillar that guests can interact with. Real-life grow lights will be featured in the room along with photo-realistic plants at different stages of growth, giving visitors a true sense of what growing cannabis looks like.

**Harvest** – Here, visitors get to discover the positive effects of cannabis on humanity. Guests enter an ethereal forest of vibrantly colored buds big enough to hug. As they walk through the brilliantly hued forest, visitors learn how hemp can be used as food, how the cannabis industry has contributed to the livelihoods of regional economies and how cannabis-use promotes health, well-being, peace of mind, and biological homeostasis.

**High** – In a playful installation that transitions guests from “seed to experience,” guests imagine they are being exhaled as they slid into our ‘High’ room. After climbing behind giant 10-foot bag of nugs, guests pass through stylized red lips blowing smoke down a slide into a giant pool filled with soft foam cannabis nugs. Upon exiting the pool of nugs, visitors interact with an educational exhibit featuring The Clear Concentrates. Here, guests will learn about different chemical components in cannabis, called terpenes, through a sensory-stimulating olfactory installation.

**The Red Shark** – For the first time ever, famous Gonzo Journalist Hunter S. Thompson’s own, personal 1973 Chevrolet Caprice—Inspired by the iconic novel, “Fear and Loathing in Las Vegas” and its film adaptation—will be on display for the public, along with a few of his other prized personal artifacts.

**Indica (Body High)** – With the support of WVapes, guests will learn about the difference between Cannabis Sativa and

**THE EXPERIENCE:  
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Cannabis Indica strains. The Indica Room will feature a massive Buddha whose lap is big enough for guests to sit in, offering another a prime photo opportunity. Strains considered “indica” dominant are believed to have an intense effect on the body, causing relaxation and sleep. Many experienced cannabis consumers know this phenomenon as “couch lock” and it is typically associated with the indica strain.

**Sativa (Head High)** – After leaving Buddha’s lap, guests enter another headspace in the sativa room. With floor-to-ceiling cloud formations doused with bold colors and sounds, this room represents the cerebral and energy infusing effects of Sativa dominant strains, also known as a “head high” by cannabis users and patients.

**Ritual** – In the Ritual room, visitors will interact with different cannabis consumption rituals. Guests can simulate smoking from a massive, oversized Raw joint; swing from a Pax tree; play with a 6-foot-tall CannAmerica gummy; and have a real-life encounter with “Bongzilla,” Cannabition’s massive, 24-foot-tall bong designed and built by Jerome Baker designs and backlit by a mural of the Tokyo skyline.

**TARGET  
AUDIENCES:**

Cannabition is created for adults ages 21 and older who are cannabis consumers, cannabis-curious or who simply wish to explore a spectacular, immersive museum attraction that is truly one-of-a-kind.

**FOUNDER:**

J.J. Walker

**HEAD OF DESIGN  
AND PRODUCTION:**

Greg Lombardo

**EXHIBIT  
FABRICATORS AND  
DESIGNERS:**

**Cinema Greens** crafted the cannabis plants incorporated in Cannabition’s exhibits, including the museum’s 7-foot-tall buds. Based in Atlanta, this company specializes in full-scale, custom fabrication of trees and plants for the film and theme park industries. They have created materials for “Argo,” “Iron Man 2,” “Iron Man 3,” Marvel’s “Guardians of the Galaxy 2,” “Spider Man,” “Fast & Furious 8,” “Jumanji” (2017) and many more.

**Jerome Baker Designs**, assisted by top glassmakers from Chihuly Glass, crafted “Bongzilla,” the world’s tallest bong at 24 feet, for Cannabition. Since 1991, Jerome Baker Designs has

been at the forefront of design and creativity in the glass and cannabis industries. From humble beginnings in a cramped dorm room, to more than 70 employees and a multi-building campus, JBD has grown and created a loyal following in the glassblowing world. Today, the company has more than 25 satellite studios where artists can work comfortably and let their creativity flow and flourish.

**ONSITE AMENITIES:**

- Full onsite bar service
- Retail store featuring glass art and an extensive variety of CBD products
- Group buy-outs available

**CAPACITY:**

- 9,000 square feet
- 500 for reception
- 125 for a seated lunch/ dinner

**HOURS/COST:** Click [here](#) for cost and hours of operations.

**HIGH-RES PHOTOS AND VIDEO:** Click [here](#).

**WEBSITE:** [www.Cannabition.com](http://www.Cannabition.com)

**SOCIAL MEDIA:**  
Instagram: @Cannabition  
Facebook: @Cannabition64  
Twitter: @CannabitionNews

**ADDRESS:** Cannabition - Immersive Cannabis Museum  
Located inside Neonopolis  
450 Fremont Street #140  
Las Vegas, Nevada 89101

**PHONE:** (702) 909-0420

**MEDIA CONTACTS:** Erika Pope/ Marina Nicola  
The Vox Agency  
[erika@thevoxagency.com](mailto:erika@thevoxagency.com), [marina@thevoxagency.com](mailto:marina@thevoxagency.com)  
(702) 249-2977, (702) 355-0845  
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